Net Amount

Rating

0.00 0.00

ORDER

Order / Rev: 160898 **Orders** 06225156 Alt Order #: Product Desc: **NEUMANN AUG06/AUG13** Estimate: WDJT-TV-LP Flight Dates: 08/06/12 - 08/13/12 Primary AE: Matthew Norten Original Date / Rev: 08/07/12 / 08/07/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency SRH Media Name: **Buying Contact:** Steve Hazelton Billing Type: Cash **Billing Contact:** Billing Calendar: Broadcast 2204 Countryside Billing Cycle: EOM/EOC Silver Springs, MD 20905 Agency Commission: 15% Advertiser Name: Poli/M Neumann/R/Sen/WI Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-2 Priority: Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID: Bill Plan **Totals**

Accour	t Fr	(ecu	tives
AUUUUI	IL 15/	\ c cu	いりてつ

Matthew Norten

End Date

Start Date

07/30/12	08/13/12	48	\$13,975.00	\$11,878.75	August 2012	48	\$13,975.00	\$11,878.75
					Totals	48	\$13,975.00	\$11,878.75
Account Ex	ecutives							
Account Exe	cutive	Sales Office	Sales Region	Start Date / I	End Date	Order %		

Start Of Order - End Of Order

Month

August 2012

Spots

48

100%

Gross Amount

\$13,975.00

Net Amount

Order Share	Share	Total
WDJT-TV-LP	21%	\$13,975.00
Market	100%	\$66,547,62

Spots

Gross Amount

Competitive Share	Share	Tota		
CABLE	0%	\$0.00		
WBME	0%	\$0.00		
WCGV	0%	\$0.00		
WISN	27%	\$17,967.86		
WITI	28%	\$18,633.33		
WMLW-	0%	\$0.00		
WPXE	0%	\$0.00		
WTMJ	24%	\$15,971.43		
WVTV	0%	\$0.00		
WYTU	0%	\$0.00		

Ln Ch_	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WDJT	08/07/1	2 08/10/12	Price Is Right 10a Price is Right 10a		10a - 11a	-TWTF	:30	4	\$300.00P-2	0.00 NM	4	\$1,200.00
Sta Week: 08/	<u>rt Date</u> 06/12	End Date 08/12/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
2 WDJT	08/07/12	2 08/10/12	News at Noon News at Noon	СМ	12p-1230p	-TWTF	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
Star Week: 08/0	<u>rt Date</u> 06/12	End Date 08/12/12	Weekdays -TWTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						

Order / Rev:

160898

Advertiser:

Poli/M Neumann/R/Sen/WI

Alt Order #:

06225156

Product C

Product Desc:

NEUMANN AUG06/AUG13

WDJT-TV-LP

Flight Dates:

08/06/12 - 08/13/12

Estimate:

Ln Ch St		Inventory Cod		k Start/End	d Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
5 WDJT 08/0	07/12 08/12/1	CBS58 Nws 5p CBS58 Nws 5p		5-530p/530 u)-6p -TWTFS	S :30	6	\$225.00P-2	0.00 NM	6	\$1,350.00
Start Da Week: 08/06/12			Spots/Wee	<u>k Rate</u> 6 \$225.00	Rating 0.00						
Spot Ch Date 1 WDJT 08/0		Description CBS58 Nws 5p M		art/End Time 30p/530-6p		<u>Weekdays</u> -TWThFSaS	<u>Len</u>	<u>ngth</u> <u>Rate</u> :30 (\$225.00)	Rtg Type	!	
See MG	5.7,5.8	news Sat/Sun due					•	.σσ (ψ22σ.σσ)	0.00 14107		
6 WDJT 08/0	6/12-08/12/12	CBS58 Nws 5p M		30p/530-6p		-TWThFSaSt	и	:30 (\$225.00)	0.00 NM		
	change, no r	news Sat/Sun due t									
7 WDJT 08/12		CBS Sunday Morr	ning/Face th8a	- 10a and/or 8	ž.	St	.	:30 \$400.00	0.00 NM		
8 WDJT 08/11 MG for 5		CBS Sat Morn Nw	s 6a-8a 6a-	9a ((6:00 AM-8:00 A	sa	- :	:30 \$50.00	0.00 NM		
7 WDJT 08/0		2 Jeopardy 6p-63	Op CM	M-F 6p-630	p -TWTF	- :30	4	\$500.00P-2	0.00 NM	4	\$2,000.00
Start Date	e End Date	6p-630p/Jeopar Weekdavs	dy <u>Spots/W</u> eek	Rate	Rating					·	42,000.00
Week: 08/06/12	08/12/12	-TWTF	4	\$500.00	0.00						
8 AAD31 08/0	//12 08/10/12	Wheel of Fortun 630p-7p/Wheel		M-F 630p-7 _l	p - TWTF	- :30	4	\$500.00P-2	0.00 NM	4	\$2,000.00
Start Date Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> -TwTF	Spots/Week		Rating 0.00				l		
9 WDJT 08/0	7/12 08/12/12	M - SU Late Nev M-Su 10p-1035		10p - 1035p		:30	6	\$500.00P-2	0.00 NM	6	\$3,000.00
Start Date		<u>Weekdays</u>	Spots/Week		Rating				ł		
Week: 08/06/12 11 WDJT 08/13	08/12/12 3/12 08/13/12	-TWTFSS Price Is Right 10	a-11a CM	\$500.00 10a - 11a	0.00 1	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
Start Date		Price is Right 10 Weekdays)a-11a	Data	Detine		•	***************************************	0.00	•	Ψοσο.σσ
Week: 08/13/12	08/19/12	1	Spots/Week 1	\$300.00	Rating 0.00						
12 WDJT 08/13	/12 08/13/12	News at Noon News at Noon	СМ	12p-1230p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
Start Date Week: 08/13/12	End Date 08/19/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00				1		
		CBS58 Nws 5p N		5-530p/530-6	·	:30	1	\$225.00P-2	0.00 NM	1	\$225.00
Start Date	End Date	CBS58 Nws 5p I Weekdays	vi-Sa/530p Su Spots/Week	<u>Rate</u>	Rating				1		
Week: 08/13/12 15 WDJT 08/13	08/19/12 /12 08/13/12	1 Jeopardy 6p-630	1 p CM	\$225.00 M-F 6p-630p	0.00	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
		6p-630p/Jeopard	ly			.55	•	\$000.001 -E	0.00 14.01	•	ψ500.00
Start Date Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
16 WDJT 08/13	/12 08/13/12	Wheel of Fortune 630p-7p/Wheel	630p- ₹ M	M-F 630p-7p	1	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
<u>Start Date</u> Week: 08/13/12	End Date 08/19/12	Weekdays	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
		M - SU Late New	s CM	10p - 1035p	1	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
Start Date	End Date	M-Su 10p-1035p Weekdays	Spots/Week	<u>Rate</u>	Rating				1		
Week: 08/13/12	08/19/12	1	1	\$500.00	0.00			* 50.000.0	0.00 1114		
		CBS Mrning Nws CBS This Mornin	g M-F 7a-9a	7a-9a	-TWTF	:30	4	\$50.00P-2	0.00 NM	4	\$200.00
Start Date Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
		CBS Mrning Nws CBS This Morning		7a-9a	M	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				İ		
Week: 08/13/12	08/19/12	M	1	\$50.00	0.00						

Print Date: 08/07/12 14:13:17 Page 3 of 3

Totals

48

\$13,975.00

WDJT-TV-LP

 Order / Rev:
 160898
 Advertiser:
 Poli/M Neumann/R/Sen/WI

 Alt Order #:
 06225156
 Product Desc:
 NEUMANN AUG06/AUG13

Flight Dates: 08/06/12 - 08/13/12 Estimate:

Ln Ch Start End	Inventory Code Break	Start/End	d Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
N20 WDJT 08/08/12 08/10/1	2 Morning News M-F 5a - ©M M-F 5a - 6a	5a - 6a	WTF	:30	4	\$50.00P-2	0.00 NM		\$200.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12		<u>Rate</u> \$50.00	Rating 0.00						
N21 WDJT 08/13/12 08/13/1:	2 Morning News M-F 5a - 6M M-F 5a - 6a	5a - 6a	M	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays Spots/Week M 1	<u>Rate</u> \$50.00	Rating 0.00						
N 22 WDJT 08/13/12 08/13/12	2 Morning News M-F 6a - 12M M-F 6a - 7a	6a-7a	M	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 08/19/12	Weekdays Spots/Week M 1	<u>Rate</u> \$50.00	Rating 0.00						
N 23 WDJT 08/08/12 08/10/12	Morning News M-F 6a - 12M M-F 6a - 7a	6a-7a	WTF	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/WeekwTF 2	<u>Rate</u> \$50.00	Rating 0.00						
N24 WDJT 08/11/12 08/12/12	PGA Championship SPRT PGA Championship	various	- SS	:30	1	\$1,000.00P-2	0.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/WeekSS 1	<u>Rate</u> \$1,000.00	Rating 0.00						